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Think, Feel, And Buy By Joel Beckerman**

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Joel Beckerman, founder and lead composer for Man Made Music, a sonic branding company, and co-author of "The Sonic Boom: How Sound Transforms the Way We Think, Feel

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For the Japanese opening theme for Sonic CD, see Sonic - You Can Do Anything. Sonic Boom is a track created especially for the US release of Sonic CD.

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When we spoke to Joel Beckerman about his new book Sonic Boom: How Sound Transforms the Way We Think, Feel, and Buy, we couldn't help but think of the

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